Serial No. 09/532,755   PD-990193

Status of the Claims:

1-10. (Canceled)

11. (Currently Amended) The method of claim 14, wherein displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes repeating the display of an advertisement from the set of advertisements at a frequency based on [[the]] a similarity score ~~of~~ associated with the advertisement.

12. (Currently Amended) The method of claim 14, wherein displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes prioritizing [[the]] advertisements within the set of advertisements for display based on the similarity scores of the advertisements within the set of advertisements and displaying the advertisements within the set of advertisements in order of priority.

13. (Currently Amended) The method of claim 14, wherein displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes displaying advertisements having a similarity score greater than a ~~predetermined~~ second threshold similarity score.

- 2 -

14. (Currently Amended) A method for broadcasting and displaying advertisements comprising:

receiving program guide data and advertising data, wherein the program guide data includes program attribute information identifying content of each of a plurality of television programs and wherein the advertising data includes a plurality of advertisements and advertisement attribute information identifying content of each of the plurality of advertisements;

maintaining a selection history comprising a user viewing profile that includes program attribute information identifying content of television programs selected by a user;

~~filtering the selection history to exclude program attribute information associated with television programs viewed by the user for a predetermined time period;~~

calculating ~~a similarity score~~ similarity scores for ~~each of~~ the plurality of advertisements based on ~~a comparison~~ one or more comparisons between the advertisement attribute information and the program attribute information of the user viewing profile;

discarding advertisements having a similarity score less than or equal to a ~~predetermined~~ first threshold similarity score; ~~and~~

choosing a version of one of the plurality of advertisements from a plurality of versions associated with the one of the plurality of advertisements based on a similarity score of the one of the plurality of advertisements; and

displaying a set of advertisements from the plurality of advertisements based on the similarity scores, wherein the set of advertisements comprises the version of the one of the plurality of advertisements.

15. (Canceled).

- 3 -

16. (Previously Presented) The method of claim 14, further comprising storing the

advertising data by determining if each of the plurality of advertisements received has a

similarity score greater than an advertisement from the set of advertisements.

17. (Previously Presented) The method of claim 14, further comprising storing the

advertising data in a memory if the memory has sufficient space to store each of the plurality

of advertisements.

18. (Currently Amended) The method of claim 14, further comprising storing the

advertising data beyond a display lifetime associated with [[the]] an advertisement when the

advertisement has a similarity score greater than a ~~predetermined~~ second threshold similarity

score.

19. (Currently Amended) The method of claim 14, wherein ~~displaying the set of~~

~~advertisements from the plurality of advertisements includes selecting~~ the plurality of

versions associated with the one of the plurality of advertisements comprises advertisements

of different sizes ~~advertisement images associated with each of the plurality of~~

~~advertisements based on the similarity scores for each of the plurality of advertisements and~~

~~displaying the selected advertisement images.~~

20-25. (Canceled).

- 4 -

26. (Withdrawn) A system for use in displaying advertisements within an electronic program guide, the system comprising:

a receiver configured to receive a plurality of advertisements having a set of advertisement attributes identifying content of the plurality of advertisements;

a memory coupled to the receiver and configured to store the plurality of advertisements and the set of advertisement attributes;

a controller coupled to the receiver and the memory and configured to store a set of program attributes identifying content of a plurality of programs in a selection history table in the memory , wherein the controller is further configured to identify a first advertisement based on a correlation between the set of program attributes stored in the selection history table and the advertisement attributes associated with the first advertisement, and wherein the controller is further configured to store statistical information in the memory , wherein the statistical information represents the number of times that advertisements are displayed; and

a display configured to display the first advertisement within the electronic program guide.

27. (Withdrawn) The system of claim 26, wherein the selection history table includes plurality of selection histories and each of the selection histories contains program attributes associated with television programs selected by one of a plurality of users.

28. (Withdrawn) The system of claim 26, wherein the program attributes and the advertisement attributes include category information.

29. (Withdrawn) The system of claim 26, wherein the program attributes and the advertisement attributes include key words and phrases.

30. (Withdrawn) The system of claim 26, wherein the program attributes and the advertisement attributes include series information.

31. (Withdrawn) The system of claim 26, wherein the program attributes and the advertisement attributes include group information.

32. (Withdrawn) The system of claim 26, wherein the program attributes and the advertisement attributes include credits information.

33. (Withdrawn) The system of claim26, wherein the program attributes and the advertisement attributes include name information.

34. (Withdrawn) The system of claim 26, wherein each of the plurality of advertisements includes an advertising object having attributes characterizing the content of the advertisement and wherein the advertising object points to a content object having advertising content.

35. (Withdrawn) The system of claim 34, wherein the content object is a hyper text markup language object.

36. (Withdrawn) The system of claim 26, wherein a remote control communicates first and second television programs selected by the user and wherein the receiver identifies an elapsed time between the first television program and the second television program and stores the program attributes associated with the first television program if the elapsed time is within a predetermined time period.

37. (Withdrawn) The system of claim 36, wherein the predetermined time period is greater that about 5 minutes and less than about 12 hours.

38. (Withdrawn) The system of claim 26, wherein a group of television programs from a plurality of television programs is selected by the user with a remote control, the controller stores the program attributes associated with the group of television programs in the selection history table, the controller calculates a similarity score for each of the plurality of advertisements stored in the memory based on the correlation between the advertisement attributes associated with each of the plurality of advertisements and the program attributes stored in the selection history table, the controller calculates a similarity score for a subsequently received advertisement based on a correlation between advertisement attributes associated with the subsequently received advertisement and the program attributes stored in the selection history table, and the controller identifies and replaces a stored advertisement having the lowest similarity score with the subsequently received advertisements.

39. (Withdrawn) The system of claim 38, wherein each of the plurality of advertisements has a plurality of advertisement images and wherein the controller selects an

- 7 -

Serial No. 09/532,755   PD-990193

image from the plurality of advertisement images based on similarity score for each of the

plurality of advertisements.

40. (Withdrawn) The system of claim 39, wherein the remote control has a set of

image altering buttons that select and modify advertisement images.

41. (Withdrawn) The system of claim 40, wherein one of the image altering buttons

causes an advertisement image to be enlarged.

42. (Withdrawn) The system of claim 40, wherein one of the image altering buttons

causes an advertisement image to be reduced.

43. (Withdrawn) The system of claim 40, wherein one of the image altering buttons

causes an advertisement image to be deleted.

44. (Canceled).

45. (Withdrawn) A system for receiving and displaying advertisements in an

electronic program guide, the system comprising:

a receiver for receiving a plurality of advertisements having advertisement attributes

identifying content of the plurality of advertisements and a plurality of television programs

having program attributes identifying content of the plurality of television programs;

a memory coupled to the receiver for storing the plurality of advertisements;

- 8 -

Serial No. 09/532,755   PD-990193

a controller coupled to the receiver and the memory and adapted to store program

attributes associated with ones of the plurality of the received television programs selected by

a user in a selection history table, wherein the controller is further adapted to calculate a

similarity score for each of the received plurality of advertisements based on a correlation

between the program attributes in the selection history table and the advertisement attributes

of each of the plurality of advertisements received and wherein the controller is further

adapted to determine whether the memory has available storage space for each of the

plurality of advertisements upon receipt and to store a predetermined maximum number of

advertisements in the memory so that when the number of advertisements within the plurality

of advertisements exceeds the predetermined maximum number of advertisements, the

controller stores advertisements from the plurality of advertisements having the highest

similarity scores; and

a display screen for displaying in the program guide a set of the plurality of

advertisements based on the similarity scores.

46. (Withdrawn) The system of claim 45, further including a remote control that

communicates to the receiver a television program selected from the plurality of television

programs by a user.

47-48. (Canceled).

49. (Withdrawn) A system for receiving and displaying advertisements in an

electronic program guide, the system comprising:

a receiver for receiving a plurality of advertisements having advertisement attributes

- 9 -

identifying content of the plurality of advertisements and a plurality of television programs

having program attributes identifying content of the plurality of television programs;

a memory coupled to the receiver for storing the plurality of advertisements;

a controller coupled to the receiver and the memory that is adapted to store program

attributes identifying content of ones of the plurality of the received television programs

selected by a user in a selection history table, wherein the controller is further adapted to

calculate a similarity score for each of the received plurality of advertisements based on a

correlation between the program attributes in the selection history table and the advertisement

attributes of each of the plurality of advertisements received, wherein each of the plurality of

advertisements stored in the memory has a predetermined lifetime which identifies a time for

the controller to discard the advertisement from the memory and wherein the controller is

further adapted to retain beyond the predetermined lifetime those of the plurality of

advertisements that have a similarity score higher than a cutoff similarity score; and

a display screen for displaying in the program guide a set of the plurality of

advertisements based on the similarity scores.

50. (Withdrawn) The system of claim 49, further comprising a central processing

station, wherein the remote control is adapted to send the receiver a first request for

information in response to the one of the set of the plurality of displayed advertisements and

wherein the controller is further adapted to store the first request in the memory and convey

the first request to the central processing station.

51. (Withdrawn) The system of claim 50, wherein the receiver is uniquely identified

by a serial number that identifies the location and user of the receiver and wherein a signal

- 10 -

communicating the first request to the central processing station also communicates the

receiver serial number to the central processing station.

52. (Withdrawn) The system of claim 50, wherein the receiver receives a signal from

the central processing station that communicates a processing status for the first request, the

receiver is adapted to display a message that communicates the processing status for the first

request on the display screen, and the receiver is further adapted to delete the first request

from the memory.

53-58. (Canceled).

59. (Withdrawn) A method to select advertisements for display comprising:

receiving program guide data and advertising data, the program guide data including

program attribute information identifying content of each of a plurality of programs and the

advertising data including a plurality of advertisements and advertisement attribute

information identifying content of each of the plurality of advertisements;

maintaining a selection history that includes program attribute information identifying

content of ones of the plurality of programs selected by a user;

calculating a similarity score for each of the plurality of advertisements based on a

comparison between attributes associated with each of the plurality of advertisements and

attributes associated with the selection history;

displaying one or more advertisements from the plurality of advertisements based on

one or more of the similarity scores; and

displaying request information associated with the one or more advertisements.

- 11 -

60. (Withdrawn) A method as defined in claim 59, wherein displaying the request information associated with the one or more advertisements comprises displaying at least one of an order screen to purchase one of a product and a service associated with the one or more advertisements, and an order screen to request one of a brochure and a sample associated with the one or more advertisements.

61. (Withdrawn) A method as defined in claim 59, further comprising receiving at least one user request associated with the one or more advertisements from the user.

62. (Withdrawn) A method as defined in claim 59, further comprising transmitting at least one user request responsive to the request information to a processing site.

63. (Withdrawn) A method as defined in claim 59, further comprising receiving an acknowledgement from a processing site in response to transmission of at least one user request responsive to the request information.

64. (Withdrawn) A method as defined in claim 59, further comprising displaying status information in response to at least one user request.

65. (New) The method of claim 14, wherein the plurality of versions of the one of the plurality of advertisements comprises advertisements of different graphics.

- 12 -

66. (New) The method of claim 14, wherein choosing the version of the one of the plurality of advertisements comprises comparing the similarity score of the one of the advertisements to a second threshold similarity score.

67. (New) The method of claim 66, wherein choosing the version of the one of the plurality of advertisements comprises choosing a larger version of the one of the plurality of advertisements when the similarity score of the one of the advertisements exceeds the second threshold similarity score.

- 13 -